



NEW MOTOR VEHICLE BOARD 2nd ANNUAL INDUSTRY ROUNDTABLE

Wednesday, April 23, 2003
Renaissance Esmeralda Resort
8:30 a.m. Registration
9:00 a.m. – 3:00 p.m. Roundtable

- 8:30 a.m. Registration and Continental Breakfast*
- 9:00 a.m. Introduction of Board Members and Staff, Roundtable Participants, and Attendees.
- 9:15 a.m. Topic 1 – Manufacturers Use of Customer Satisfaction Scores to Evaluate Their Dealers.

Manufacturers are increasingly using dealer customer satisfaction surveys to help evaluate the total customer experience in purchasing an automobile. The resulting scores may be used, at least in part, to infer a “premiere status” label on certain dealerships, or alternatively as a basis for remedial action against a dealer. How are the surveys conducted and how do different manufacturers use the resultant data? Are dealers comfortable with the survey process? Are the surveys subject to manipulation?

- 10:30 a.m. Break
- 10:45 a.m. Topic 2 - The Challenges Facing Vehicle Manufacturers, Energy Companies, Dealers and the Public in Transitioning to Fuel Cell Vehicles - Introduced by Winston H. Hickox, Secretary, Environmental Protection Agency.

On February 6, 2003, President Bush, promised “a new national commitment” to hydrogen powered fuel cells which are expected to begin replacing traditional gas powered vehicles within the next two decades. Fuel cells combine hydrogen and oxygen from the air to make electricity, with water as the only byproduct. However, there are major issues that need to be addressed, including how the hydrogen will be efficiently and inexpensively produced, transported, and stored, and how vehicles will be re-engineered to operate on fuel cells. Also, how will such vehicles be marketed to consumers in terms of style, cost, economy of operation, and reliability. (Note: this will be a non-technical discussion).

* A \$50.00 registration fee for meals is necessary. [See enclosed Registration Form \(Meals\).](#)

NOTE: The attire at the Roundtable is business casual; coats and ties are not required.

12:00 p.m. Luncheon Buffet*

1:00 p.m. Topic 3 - The Mushrooming Problem of Kit Cars that Fail to Meet Safety and Emission Requirements - Introduced by Ken Miyao, Deputy Director, Registration Operations, and Mark Gregson, Deputy Director, Investigations, Department of Motor Vehicles.

Increasingly kit car manufacturers are assembling almost entire vehicles, yet selling them as kit cars. There are nearly 300 such manufacturers and the total volume of such kit vehicles sold annually is believed to be growing at a dramatic rate due to the "turnkey" concept now being marketed. Such vehicles when assembled are not required to meet current vehicle safety requirements, may not be required to meet emission requirements, and therefore, may pose significant passenger safety and air quality problems. Should kit car manufacturers and dealers be subject to greater regulation? To what extent will this "loophole" in vehicle safety and emissions standards be exploited by domestic and foreign manufacturers?

2:00 p.m. Topic 4 – Encouraging and Facilitating Ethnic and Gender Diversity Among Dealer Bodies.

Dealer diversity has become an increasingly high priority for vehicle manufacturers in recent years. Yet concerns with lack of progress continue to be an issue between manufacturers and diversity advocates. What strategies are being employed, which ones work best, and what can be expected in the coming years?

3:00 p.m. Closing Remarks

* A \$50.00 registration fee for meals is necessary. See enclosed Registration Form (Meals).

NOTE: The attire at the Roundtable is business casual; coats and ties are not required.